Respected Sir/Madam,

India is a unique nation, woven by diverse linguistic, cultural and religious threads, held together into a composite national identity by a rich history of cultural evolution. The spirit of mutual understanding amidst a shared history that enables special unity in diversity. The idea of a sustained and structured cultural connect between the people of different regions was mooted by Hon’ble Prime Minister Shri Narendra Modi during the Rashtriya Ekta Divas held on 31st October, 2015. Hon’ble Prime Minister propounded that cultural diversity ought to be celebrated through mutual interaction and reciprocity between people of different States and UTs so that a common spirit of understanding resonates throughout the country.

To celebrate the idea of India as a nation wherein different cultural units across varied geographies interact with each other, carry out engagements with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism etc. This interaction would generate understanding and appreciation amongst the people and forge mutual bonding, securing an enriched value system of unity in the nation.

In view of this, all Higher Education Institutions and its affiliated colleges / institutes are requested to have Ek Bharat Shreshtha Bharat Club (EBSB) whose aim would be to propagate language, culture of the paired State through various activities. The guidelines for the EBSB Club are enclosed. The details of the EBSB Club and the activities undertaken by all HEIs may be uploaded on the UGC University Activity Monitoring Portal (https://www.uge.ac.in/uamp/).

With regards,

Yours sincerely,

(Rajnish Jain)

Encl: As above.

The Vice-Chancellors of all Universities.